

**REMARKS**

Claims 1, 3-13, and 38 are pending. Claims 2 and 14-37 are currently canceled. Reconsideration of the application is requested.

**§ 103 Rejections**

Claims 1, 3-13, and 38 stand rejected under 35 USC § 103(a) as being unpatentable over U.S. Patent No. 5,735,988 to Chau et al. ("Chau") in view of the collective teachings of U.S. Patent No. 3,712,706 to Stamm et al. ("Stamm"), and U.S. Patent No. 4,165,266 to Steuben ("Steuben"). The Examiner admits that Chau does not describe a structured surface comprising retroreflective surface topography but asserts that Stamm describes a cube corner cavity surface and a cube corner cavity retroreflective article. The Examiner also admits that Chau does not describe filling the structured surface with a pressure sensitive, optically transparent, UV curable or radiation curable adhesive. However, the Examiner asserts that Chau describes filling the structured surface with a UV-curable adhesive and Steuben describes the existence of pressure-sensitive UV curable adhesives. The Examiner then admits that none of the cited references describe an optically transparent adhesive, but asserts that it would have been obvious to one of skill in the art to use a transparent adhesive motivated by the fact that one would not want the adhesive to affect the reflectivity of the article.

Applicant respectfully disagrees with the above rejection because Applicant submits that the requisite motivation to combine the references as suggest by Examiner is missing, and that even if combined as suggested, the cited references do not disclose the claimed invention.

Chau discloses methods of making an article for use in an LCD system including a base layer having a topography that can be reflective, a UV curable, partially transmissive fluid on the topography, and a substrate on top of fluid and attached to the base layer. Chau does not disclose transparent UV curable pressure sensitive adhesives. Chau was concerned with improving the specific manufacturing process for replicating a surface topography.

Stamm discloses articles having a retroreflective surface having retroreflective cavities filled with an optically transparent medium. Stamm is silent as to the type of optically transparent medium used and does not disclose any UV curable adhesives. Stamm was

concerned with forming a high efficiency retroreflective article by improving the dimensions of cube corner cavities.

Steuben discloses particular radiation curable pressure sensitive adhesive compositions used for making pressure sensitive adhesive tapes. Steuben was concerned with providing a pressure sensitive adhesive having improved peel and shear strength. Steuben does not disclose or suggest transparent pressure sensitive adhesives.

Steuben discloses UV curable pressure sensitive adhesives that are useful for making tapes. Steuben is silent with regard to transparent adhesives and uses for the disclosed UV curable pressure sensitive adhesives for anything other than tapes, including as a filling substance for retroreflective cube corner articles. Chau does not disclose or provide any suggestion, motivation, or desirability for using a pressure sensitive adhesive in place of its UV curable composition since Chau was concerned with replicating a surface topography. Stamm also do not provide any suggestion, motivation, or desirability for using a UV pressure sensitive adhesive in conjunction with a retroreflective article. Thus, without the present specification to use as a roadmap to reach a desirable result, one of ordinary skill in the art, looking at the cited references, would not be motivated to combine them as suggested by the Examiner.

Further, Chau relates to an article for use in an LCD system, Stamm relates to forming a high efficiency retroreflective article by improving the dimensions of cube corner cavities, and Steuben relates to adhesive tapes. Consequently, there would be no reason for one of ordinary skill in the art to combine these references or to modify the articles of Chau and Stamm with the adhesive described in Steuben.

Finally, even if the requisite motivation to combine the above references were to exist, such a combination would not result in the claimed invention, since nothing in Steuben et al. suggests that Chau et al.'s UV curable composition is pressure sensitive or that Steuben et al.'s UV curable pressure sensitive adhesive is transparent. Thus, any such combination would not result in Applicants claimed retroreflective article having a radiation or UV curable transparent adhesive in retroreflective cube corners.

Accordingly, for the above reasons, Applicants respectfully request that the above rejection of the claims be withdrawn.

Claims 1, 3-13, and 38 stand rejected under 35 USC § 103(a) as being unpatentable over U.S. Patent No. 5,376,431 to Rowland ("Rowland '431") or U.S. Patent No. 3,810,804 to Rowland ("Rowland '804") in view of Stamm and Steuben et al. The Examiner admits that both primary references fail to describe the recited invention in that the prisms are considered a positive array instead of negative array. However, the Examiner asserts that Stamm discloses that cube corner elements can be either cavity or prism form and argues that, based on Stamm, it would have obvious to one ordinarily skilled in the art to form cube corner elements as cavities to permit light to pass through the adhesive side of the article and be reflected.

Regarding the pressure sensitive limitation in claim 1, the Examiner admits that both Rowland references fail to disclose that the adhesive is both pressure sensitive and UV curable. However, the Examiner asserts that Steuben discloses that pressure sensitive UV cured adhesives are known and form superior adhesives for particular applications and that it would have been obvious to one ordinarily skilled in the art to use a UV curable pressure sensitive adhesive to attach the retroreflective article to the surface it will be attached to.

The deficiencies of Stamm and Steuben have been discussed above. Also, Applicant asserts that there is no motivation to combine the references as suggested without using Applicant's specification as a roadmap, as is described in greater detail above. Further, the combination of references does not suggest or disclose the claimed invention because nothing in either Rowland reference discloses that the UV curable pressure sensitive adhesive in Steuben is transparent or that their pressure sensitive adhesive is radiation or UV curable.

Accordingly, for the reasons stated above, Applicants respectfully request that the above rejection be withdrawn.

Respectfully submitted,

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